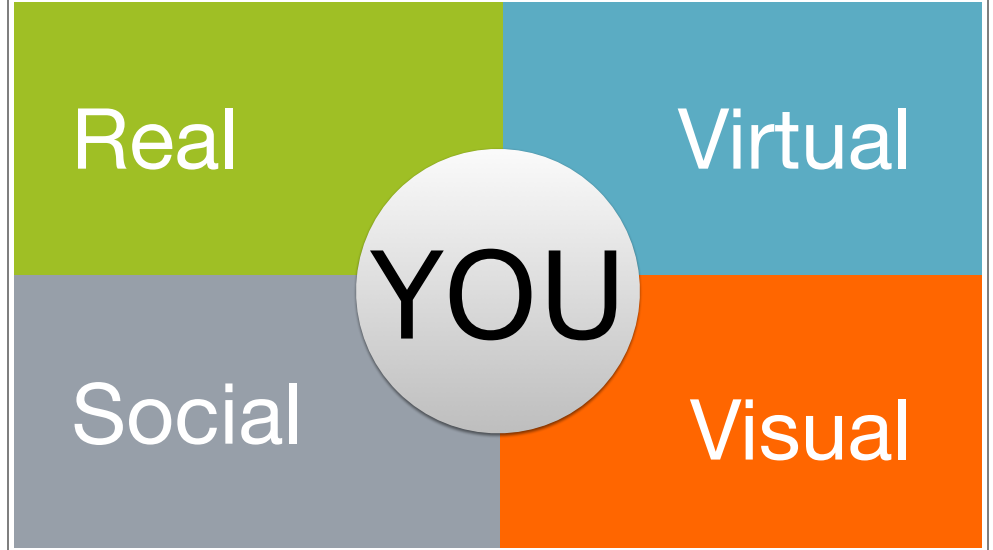




DIGITAL YOU

Real Personal Branding in the Virtual Age

William Arruda
Reach Personal Branding




Real

Virtual

YOU

Social

Visual

Real
YOU

Unique Promise of Value

careerblast

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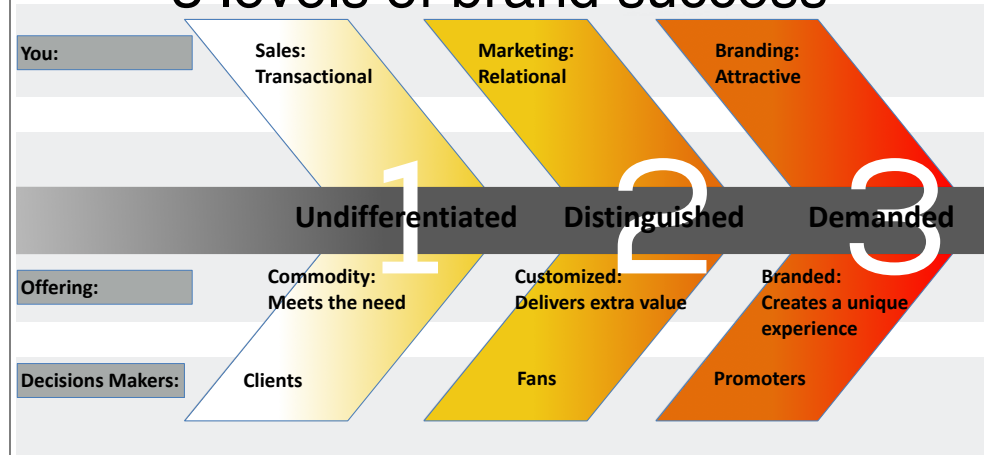
Brand



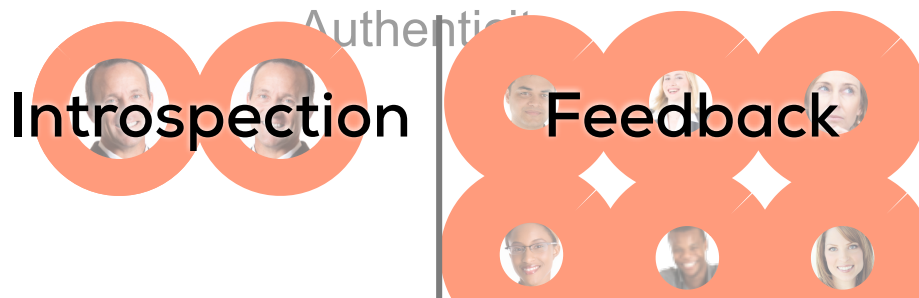
Commodity

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3 levels of brand success



What's your promise?



Eliminate the 'F' word

Fear Fail Fake

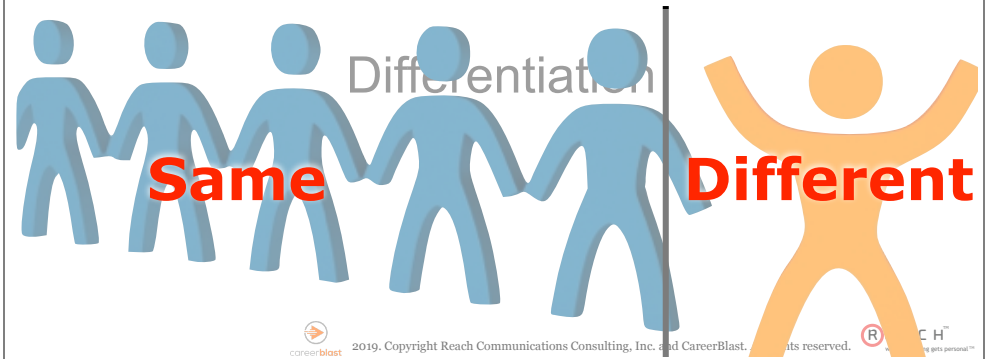


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Best
Outstanding
Exceptional
Extraordinary

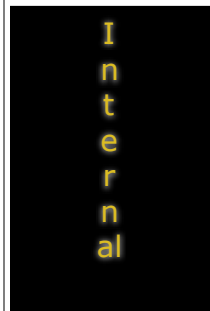
What makes you
unique?



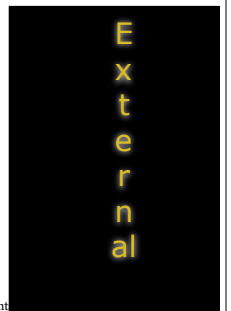
What's the
difference?



What makes you
Compelling?



Relevance





What do you
want to be
known for?

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What do **people** about
think

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360° **REACH**™

The Personal Branding Survey

bit.ly/360New Coupon Code: SUPERSTAR Expires: Oct. 15, 2019

Real

Virtual

YOU

Social

Visual

Virtual
YOU

If you don't show
up in Google,
do you exist?

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DIGITAL
FIRST

Primacy

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Anchoring

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LinkedIn as your
first impression

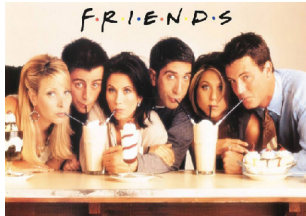
Professional
Big
First
Google friendly

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but first...

Mindset Reset

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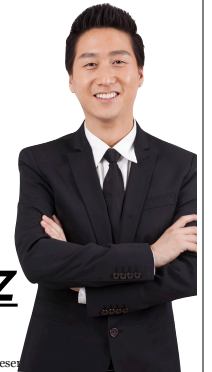
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What's your
LinkedIn Quotient (LQ)?

Find out!



careerblast.tv/linkedinquiz

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Headline

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Headline

Title/Co.



Keywords



Zing!

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Summary (About)

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Your summary



- ▶ Use the 1st person
- ▶ Start with a bang
- ▶ Use as much space as you need
- ▶ Add two elements
 - ▶ AKA/Common Misspellings:
 - ▶ Specialties:
- ▶ Add multimedia

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Start with a Bang

Provocative phrase 6

1 Purpose

Passion 5

2 Promise

Point in time 4

3 Punctuated list



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Punctuated list

“Passion Catalyst; Motivational Agent; Seasoned executor with an entrepreneurial spirit; Firm believer in delivering platinum courtesy every single day. I spend my days making sure our talent has the skills, support and sparkle they need to be the best in the industry...”



Passion

“I love switching on light bulbs with people – facilitating those ‘aha moments’ that change mindsets and open up new possibilities. My passion is all about helping people, teams and organizations figure out where they are, where they want to be...”



I had no intention of being an entrepreneur.

I was working in corporate branding for IBM/Lotus and I loved my job - cool products, amazing colleagues! And branding was 'my thing'.

Then everything changed.

In July 1997, I read Tom Peters' now-iconic Fast Company article "The Brand Called You." Here were my two great passions - branding and people - joined in an exhilarating alchemy called personal branding!

Soon after reading the article, I was given the opportunity to lead the Lotus branding efforts in London/Paris - and I couldn't pass that up. So I pursued an exciting European adventure until I could no longer ignore the pull of personal branding. I'd found my calling.

When I started Reach Personal Branding in 2001, I joined an "industry" of four firms vying for a small pool of business. A few years later (with savings spent and significant debt), Reach was the lone personal branding company.

I'm known for my extreme optimism and I KNEW personal branding HAD to become relevant. I stuck it out.

Persistence paid off.


An economic downturn - with globalization, outsourcing and the birth of social media - took personal branding from relevant to essential. And Reach was there!

Today, Reach is the leader in personal branding with certified Strategists in 45 countries and pioneering products used by a million+ people. As CEO, I'm thrilled that Entrepreneur called me "the personal branding guru," crediting Reach with turning personal branding into a global industry.


Skills

Featured Skills & Endorsements


Personal Branding · 99+

 Daryl Keene and 99+ connections have given endorsements for this skill

Motivational Spea... · 99+

 Moses Obuya and 99+ connections have given endorsements for this skill

Social Media · 99+

 Daryl Keene and 99+ connections have given endorsements for this skill

[View 38 more](#) ▾


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Groups


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Showing 1,267 results

 **Association for Talent Development (ATD)**
Group • 131,887 members
The Association for Talent Development (ATD), formerly ASTD, is the world's largest association dedicated to those who develop talent in the workplace. These professionals help others achieve their...

 **Training, Learning, Education, Teaching, Human Resources, Talent Development and HR Innovation #HR**
Group • 22,714 members
#Training #Learning #Education #HR #HumanResources #Teaching #Trainers #Teachers #Educators #TalentDevelopment ----- Join experts using innovative strategies, methods,...

 **Human Resource Management (HR, SPHR, SHRM, Recruiter, Resources Manager, Talent Strategy & Staffing)**
Group • 159,056 members
Share, learn and grow professionally in the HR field. This group is not for job seekers. We welcome HR Managers & Directors across industries focused on Talent, Staffing, Management, Culture, Leadership...

 **Leadership, HR, Change, OD, Human Resources and Talent Development Innovation #HR #sales #Leadership**
Group • 16,038 members
#Leadership #HR #Change #ChangeManagement #OD #Lead #Leader #OrganizationDevelopment #HumanResources #TalentDevelopment #Management #Leaders #Talent #Learning

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Real

Virtual

YOU

Social

Visual

Visual YOU

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Brand ID

Headshots

Visual
YOU

Video

Pictures

Social Media Profiles



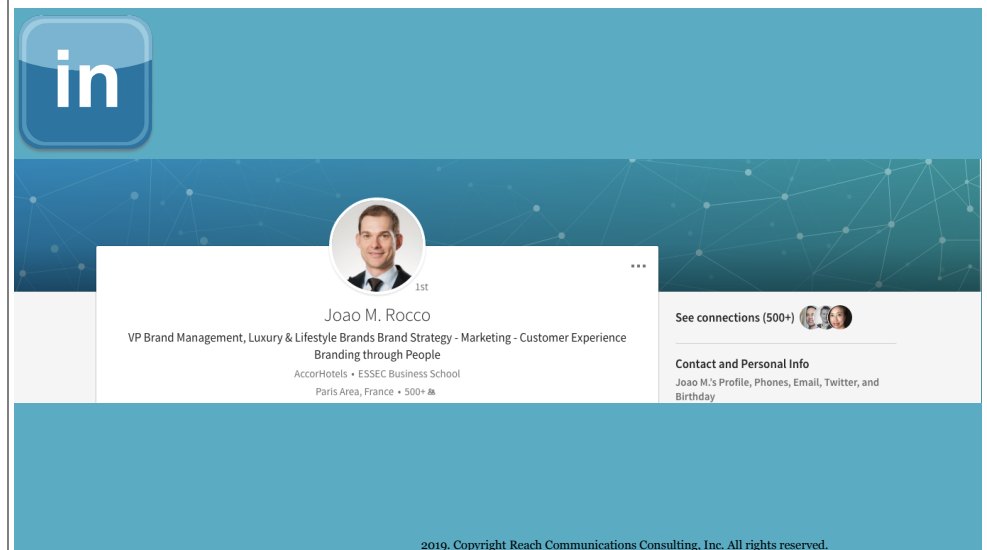
LinkedIn profile for William Arruda. The header features a banner with a quote: "What have you done for your brand today?" and a photo of William Arruda. The profile name is William Arruda, with the bio: "Personal branding pioneer, motivational speaker & author: helping professionals succeed by being themselves." Location: "Reach Personal Branding • Cambridge College, Greater New York City Area • 500+ ♾".



Facebook profile for William Arruda. The header features a banner with a quote: "To be outstanding, you must be willing to stand out." and a photo of William Arruda. The profile name is William Arruda, with the bio: "Reach Personal Branding • Cambridge College, Greater New York City Area • 500+ ♾".

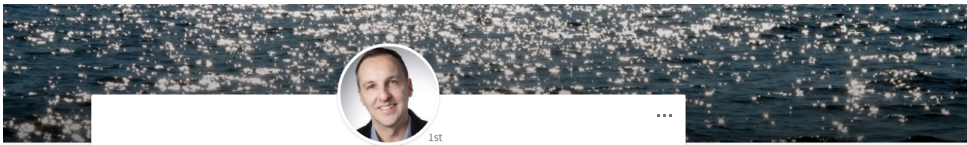


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LinkedIn profile for Joao M. Rocco. The header features a banner with a quote: "To be outstanding, you must be willing to stand out." and a photo of Joao M. Rocco. The profile name is Joao M. Rocco, with the bio: "VP Brand Management, Luxury & Lifestyle Brands Brand Strategy - Marketing - Customer Experience Branding through People AccorHotels • ESSEC Business School Paris Area, France • 500+ ♾".

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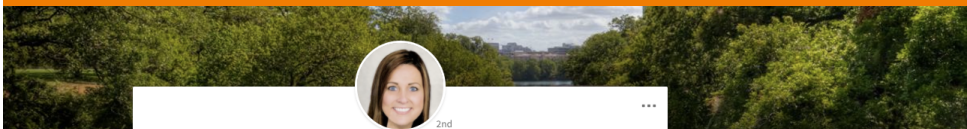


Jordan Friedman

President, The Stress Coach, Inc. and Stress Management Speaker, Author and Resource Provider to Companies and Schools

See connections (500+)

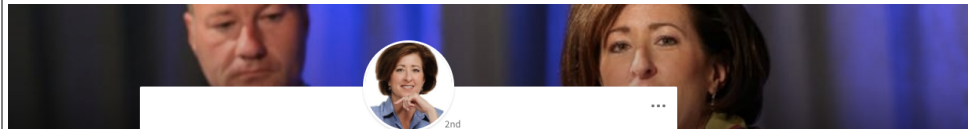
Imagery



Daesha Hensler

Sr. Director, PPI Business System, Customer Channels Group at Thermo Fisher Scientific

Contact and Personal Info

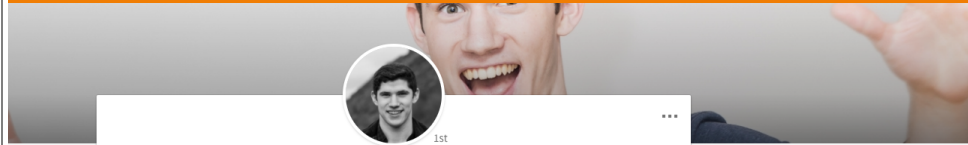


Lois Martin

CFO at Mortenson Companies | Public Company Board Member | Leading Corporate Transformation

Contact and Personal Info

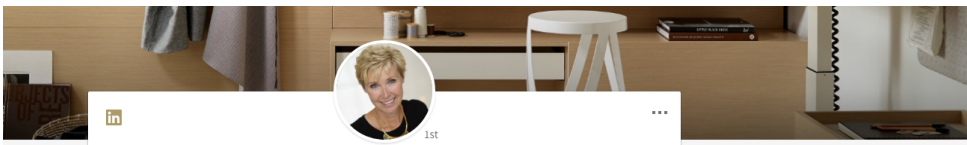
You in Action



Gavin Bell 😊

Got an AWESOME product/service but need more attention/leads/sales? Let's talk.

See connections (500+)

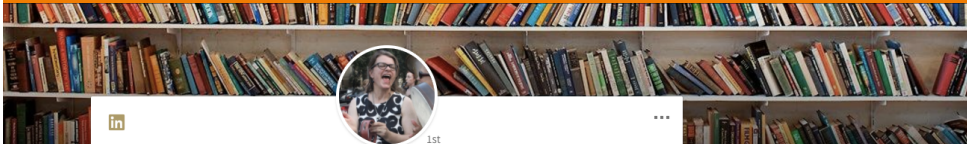


Mabel Casey

Leader, Brand Strategist, Workspace Expert, Marketing Executive at Haworth, Talent Coordinator

See connections (500+)

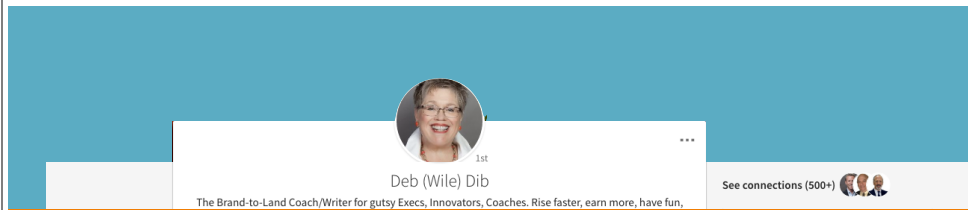
Passions/Expertise



Corinna Škema Snyder, PhD

Cultural anthropologist and learning professional focused on fostering a culture of learning in organizations

See connections (500+)

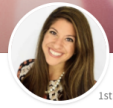
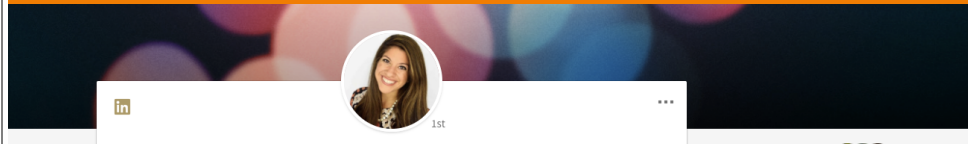


Deb (Wile) Dib

The Brand-to-Land Coach/Writer for gutsy Execs, Innovators, Coaches. Rise faster, earn more, have fun.

See connections (500+)

Color



Nawal Fakhoury

LinkedIn Cheerleader | New Hire Soccer Mom | Resident Morale Captain

See connections (500+)

1st
Deb (Wile) Dib
The Brand-to-Land Coach/Writer for gutsy Execs, Innovators, Coaches. Rise faster, earn more, have fun,
See connections (500+)

Color

1st
Deb (Wile) Dib
See connections (500+)

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Enter your first name and email to select and download one of 40 FREE backgrounds that will make your LinkedIn profile the envy of all your peers.

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Last Name *

Email *

careerblast.tv/linkedin-backgrounds

Headshot

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Upload your headshot

- Select your photo
- Name your photo YOURNAME.jpg
- Upload it to your profile

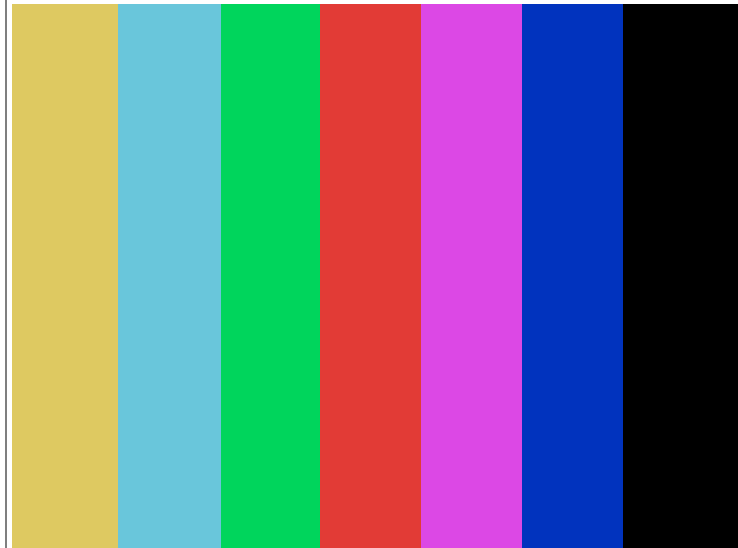


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Video



video

Am I – or could I become - comfortable in front of a camera?

Are the people I regularly work with (my team, clients, business partners) not co-located with me?

Do I often have complex information or stories to share?

Would I like my communications to stand out from other coaches?

Do I often sell products, ideas, concepts or plans?

Would my audience prefer video to written communications?

Am I more skilled at speaking/presenting than writing?

Do I prefer speaking/presenting to writing?

Am I looking to build my thought-leadership/become known as a subject matter expert?

Is video
right for
me?

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Video

The image shows a LinkedIn profile for William Arruda. The profile includes a circular profile picture, a banner image with a grid pattern, and a bio: "Personal branding pioneer, motivational speaker & author: helping professionals succeed by being themselves". It also lists affiliations with CareerBlast and Cambridge College, and a location in New York, New York. A section titled "Providing Coaching & Mentoring services" is visible, along with an "About" section. A green box highlights a row of video thumbnails at the bottom of the profile.

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Real

Virtual

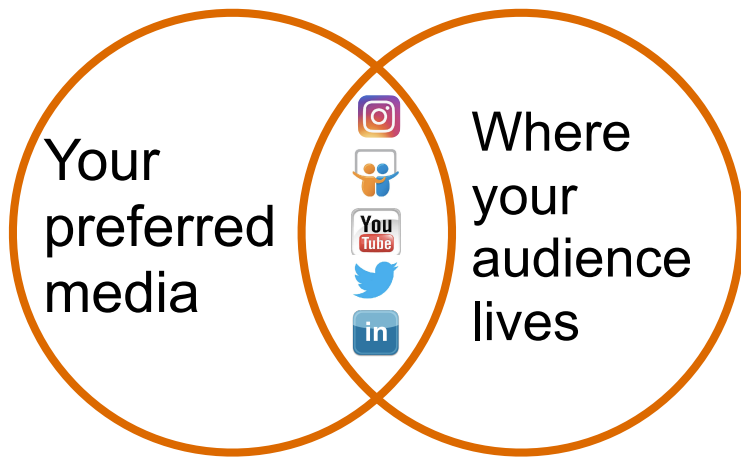
YOU

Social

Visual

Social
YOU

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Effective communications...

- Reach your target audience (medium)
- Deliver value
- Exude your brand (style, personality)
- Express your POV
- Involve your community (references, quotes)
- Position you for what's next
- Have viral potential

Will this be valuable to my target audience?

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Update

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Create

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in PUBLISHING More Publish

Normal B I U

Write here. Add images or a video for visual impact.

600-1,200 words minimum

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Evaluate

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Measure your success

How to Write the Perfect LinkedIn Summary

371,702 169 1,373

<p>407 visits from people at IBM</p> <p>Along with people from US Army and Accenture</p>	<p>8,820 have the job title Salesperson</p> <p>Along with people who have the title Software Developer and Marketing Specialist</p>	<p>Your biggest audience is from Greater New York City Area</p> <p>Along with people from San Francisco Bay Area and Greater Chicago Area</p>	<p>Your article was found through Google Search</p> <p>Along with LinkedIn.com and Bing Search</p>
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Most of your views came from your 2nd+ degree network

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Curate

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Forbes

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LEADERSHIP 1/18/2015 @ 9:14AM | 12,581 views

How To Use LinkedIn to Engage Your Entire Workforce

William Arruda Contributor

Comment Now Follow Comments

Share 397 634 1.1k 0 79 168

Share f Share t Share in Share reddit StumbleUpon Email

gain the branding most key your

brand message. Its value increases exponentially when you get ALL your employees using LinkedIn to build their personal brands in support of your corporate mission.

Few companies have tapped into the full potential of LinkedIn – delivering a huge advantage to those organizations that have wisely chosen to develop a comprehensive LinkedIn program. Some managers view LinkedIn as a threat (“If my employees are on LinkedIn,

Comment

CONFERENCES AND MORE

Gap InternationalVoice

How The American Heart Association Transformed Its Business To Save Millions More Lives

What Can A Pizza Teach You About Genius? (The Secret Is More Than The Sauce)

How To Build Extraordinary Partnerships And Boost Business Performance

Why The Best CEOs Consider Purpose Before

Don't be fine. Be EXTRAORDINARY!



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THANK

YOU!!!